Obviously the present invention can incorporate any number of items such as ladies' shoes, gifts, men's fashions, handbags, or any other product or service that an advertiser may wish to display to a potential customer. Moreover, it has a vast number of applications in other generally related areas, such as the choice and location of motels, state welcome centers for displaying visitor attractions, airports (for displaying advertising or for flight time schedules), shopping malls to help a consumer locate an item, service, or a particular store, and the like. Furthermore, it can be used by real estate agencies to show apartments or homes to interested clients without leaving their offices. Finally, it would find widespread use in the selection by vacationers of recreational areas to select their accommodations and to select golf courses, recreational areas, historical sites, restaurants, and the like.

The locator map, associated circuitry, and selector slides can be readily changed to convert the viewer from one mode of information to another. For an attractive and efficient unit, a construction of one-half to three-quarters inch plexiglass is preferred with hinged sections included to provide ready access to the interior of the housing. While proper ventilation should move the heat rising from the projector out of the unit in an efficient manner, general small strategically positioned fans can be included if desired.

While there has been illustrated and described herein a preferred embodiment of a shopping aid display viewer, it will be understood that modifications and variations of that embodiment may be resorted to without departing from the spirit of the invention and the scope of the appended claims.

I claim:

1. A shopping aid display viewer comprising: a housing having a daylight viewing screen formed therein, said screen having a front and back side and being adapted for viewing from the front side images projected on the back side thereof; a slide projector for projecting images of photographic slides bearing information about purchasable products and the like on said screen; mirror means arranged to reflect images bearing information projected by said slide projector onto the back side of said viewing screen; a second viewing area carried by said housing having a front and back side and being adapted for viewing from outside said housing; a locator map displayed on said second viewing area; means associated with said locator map selectively indicating thereon upon actuation a specific location where said purchasable product and the like may be found; automatic telephonic means supported by said housing; a control panel having means to selectively and automatically control said projector, said locator map associated means, and said telephonic means whereby an image bearing information about purchasable products and the like can be projected on said viewing screen, a location for purchasing such products and the like can be designated on the locator map, and the location can be connected automatically through the telephone means.

2. The viewer of claim **1** wherein said slide projector will accommodate 40, 80, or 160 35mm slides.

3. The viewer of claim **1** wherein said projector has a timer to automatically advance the slides at a predetermined frequency and in a prearranged order for projection on said viewing screen.

4. The viewer of claim **3** wherein the advancement of the slides by said projector can be manually changed.

5. The viewer of claim **1** wherein said housing is formed of plexiglass.

6. The viewer of claim **1** wherein the image projected on said viewing screen is a consumer product or service, said locator map associated means is a light on said locator map designating a retail outlet or location selling said product or service, and said telephone means will make contact automatically with the outlet upon actuation.

7. The viewer of claim **4** wherein the image projected on said viewing screen is a recreation area, said locator map associated means is a light on said locator map designating the area, and said telephonic means will make contact automatically with the area upon actuation.

8. The viewer of claim **1** wherein said housing has a base contiguously positioned against a supporting surface, a lower vertical trunk extending upwardly from said base, a control panel counter module supported by said lower trunk, an upper vertical trunk carrying said viewing screen and said telephonic means, a locator map display module proximate said upper vertical trunk, and a header topping said module.

9. The viewer of claim **2** wherein said housing has a base contiguously positioned against a supporting surface, a lower vertical trunk extending upwardly from said base, a control panel counter module supported by said lower trunk, an upper vertical trunk carrying said viewing screen and said telephonic means, a locator map display module proximate said upper vertical trunk, and a header topping said module.

10. The viewer of claim **4** wherein said housing has a base contiguously positioned against a supporting surface, a lower vertical trunk extending upwardly from said base, a control panel counter module supported by said lower trunk, an upper vertical trunk carrying said viewing screen and said telephonic means, a locator map display module proximate said upper vertical trunk, and a header topping said module.

* * * * *